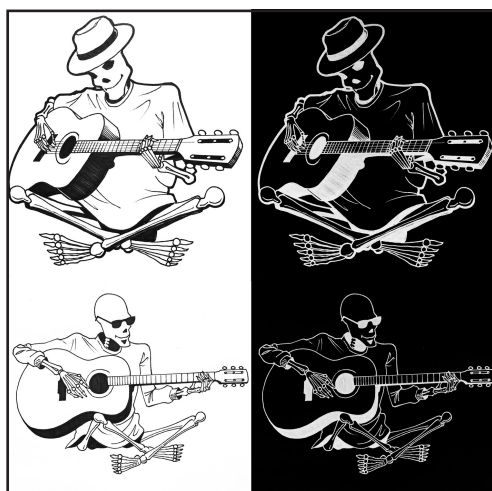


Behind the Design of “TACo Blues”



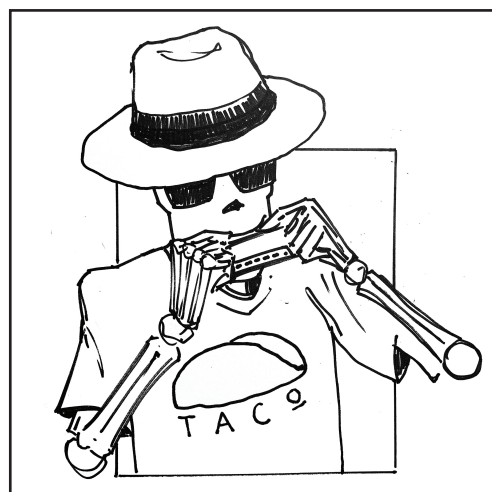
TACo Apparel Company already had a successful skull design, that earned the nickname “PICO” through a fun naming contest. We wanted to bring some personality to this design so we brainstormed on what activities PICO could do.



We imagined a full body view of PICO in different musical scenarios (such as playing the guitar, trumpet, or even an accordion) until we landed on a Chicago-themed musical instrument – the blues harp or harmonica.



I worked with the TACo Apparel team to finalize the pose and decided that coming in closer was better than a full body view. We added other elements, like the hat and sunglasses, to really help drive home the blues look.



The first step was a small sketch, about 1-2” square. This size is commonly referred to as a “thumbnail sketch” by designers because it is so small and is a way to roughly plan out the sketch and composition. The thumbnail sketch is then enlarged to fit an 8.5” x 11” sheet of paper and traced out to include more detail. Soon we were adding musical and design elements from the original skull design.



Most of the preliminary sketches were drawn as black lines on white paper. When designing for dark shirts with white ink, it is a good reminder to reverse the image every so often, to make sure the design translates the way it is intended.

Since TACo Blues was meant to be an evolution of the original skull design, we pulled elements from the original and carried them over for continuity—otherwise we might have a random skeleton playing a harp.



Here is the final design for TACo Blues, which is now available. We are really proud of this latest addition to the TACo lineup and hope you enjoy it as much as we do!